

AT CWD, OUR AIM IS SIMPLE: CREATE WHAT'S DIFFERENT

Do you thrive in a dynamic work atmosphere? Are you driven by innovative and forward-thinking ideas? Are you inspired to Create What's Different on a daily basis?

Then you've got what it takes to succeed at CWD.

Brand Marketing Coordinator

*If you are looking to work with leading brands and carve the way for new and exciting products, come "Create What's Different." The **Brand Marketing Coordinator** will work with some of North America's most recognized brands in their categories, including Levana and Defender paving the way for successful product launches. The sky is the limit with this position-it is all up to you.*

As the coordinator of this ever changing, fast paced department, being able to adapt to urgent situations is critical to success. We are looking for a person with a high standard in branding that will push our company forward.

As part of our team, you will enjoy perks such as a great work-life balance, benefits, professional development subsidies, exciting company events, working within a goal driven and creative team and plenty of career opportunities!

The successful candidate will be responsible for:

Strategy

- Working with Public Relations vendors on earned press, social media, marketing and advertising campaigns for our brands
- Working with internal departments on product launch marketing efforts
- Ensure the best possible user experience by communicating the benefits of the product to the end user through various print and digital marketing materials
- Brand Marketing brainstorming with creative team

Content

- Create product copies for print and web
- Develop identity packages and branded materials
- Generate ideas and creative briefs such as web banner slogans and video scripts for the Design team to implement
- Review provided content for brand alignment , spelling and grammar

Coordination & Communication

- Broadcast marketing efforts across the company
- Managing of marketing samples and logistics
- Responding to Marketing inquires by third parties
- Maintain relationships and coordinate with outsourced 3rd party contracted or marketing services

Project Management

- Oversee entire projects from start to finish completed by the team and complete a final review to ensure accuracy and end result is in line with the needs of the business and key stakeholders. Maintain a realistic schedule of these projects and ensure updates on progress and status to stakeholders regularly

Other

- Maintain a budget and monitor the department as a cost center
- Provide a wide variety of reporting on progress of projects and marketing efforts
- Create expense reports and purchase orders

We need someone who:

- Has 2-4 years of experience with building and launching products for Tier 1 or 2 brands
- Has experience with writing creative and interesting product copies
- Completed post-secondary education in Marketing, Communications or other related fields
- Can see the big picture while handling the smaller details
- Understands brand development and can create appropriate content on the fly
- Handles many moving parts and projects with ease
- Handles stress easily with frequently changing priorities
- Can work both autonomously and as part of a highly collaborative team

If the above interests you, then apply to join a fast paced, creative and energetic team!

To apply for this role visit www.cwdlimited.com/newcareer

ABOUT US

CWD designs, manufactures, markets and sells consumer electronics that enhance our lives.

As a pioneer in the markets of do-it-yourself video security, baby video monitors and wireless connectivity, we have successfully applied the principles of innovation and superior technology to a dynamic range of product categories. We are committed toward consistently exceeding consumer expectations and changing the way people think about:

- * Baby Safety Devices
- * Do-it-yourself Video Security
- * Wireless Connectivity Products
- * Home Theater Audio
- * Retro Music Systems
- * Clock Radios
- * Karaoke Systems

From conception to launch, over 100 talented professionals work to ensure all of our products undergo the same intensive, completely in-house development and design process, resulting in the uncompromising quality and industry-leading performance that consumers trust.

The letters 'CWD' are shorthand for the empowering philosophy that drives every aspect of what we do – Create What's Different.